

# Marketing

## White Papers

Complete "white papers" that explain and illustrate the following topics:

- 1) "Post-it once" solution - publisher/server side benefits & savings
- 2) "Wire once" solution - publishers strategy to support multiple clients and evolving protocols
- 3) Case/success story from three different production service clients, all from different application areas.
  - a) "Classic" publisher
  - b) Catalog
  - c) customer service/help desk
- 4) Dangers of using only WWW to gain access to the Internet
- 5) Take "protocol paper" and illustrate why WAIS Inc.'s Z39.50 is a must over other Z39.50 implementations
- 6) Why WAIS Z39.50 and WAISgate are the "best" http server available

Determine next step for marketing documents/sales aids developed to date.

- Users group
- WAISgate
- FreeWAIS 0.2 vs. WAIS Inc. 1.1
- FreeWAIS 0.3 vs. WAIS Inc. 2.0
- WAIS Z39.50 paper
- WAIS Forwarder

## Brochures

Develop a fold-out of the "picture" that illustrates WAIS Inc. products including a clear depiction of:

- Custom Parser Toolkit
- Indexer
- Search & Retrieval w/ Boolean
- Z39.50 (WAIS Inc.)
- WAISgate
- WAIS Forwarder

Including benefits of "wire-once" and "post-it once":

Page 1 (front) = WAIS logo, statements from corporate objectives, Bruce/John handout for Internet World 94.

Page 2 + 3 (open) = "the picture" & easy-to-see depiction of six major features above w/benefits

Page 4 (back) = Production services blurb stressing Internet expertise/features. Full service offering pitch.

## Competition

White papers on competition - what they are doing, how they do it, where they are better, where WAIS Inc. is better, etc. Included in this list are:

Fulcrum  
ConQuest  
BRS (Dataware)  
PLS  
Verity  
Excalibur

## Lead Generation

Trade shows - how many, where, target market

Order booth by \_\_\_\_\_

Advertising

PR policy - continuing to push WAIS/Brewster message like the NY Times, Red Herring, MicroTimes stuff

Guest Speaking

- major vendor seminars like SUN, HP, DEC, etc.
- Conferences/shows like ASIDIC, Seybold

## Seminars

WAIS Inc.-sponsored seminars that in first half discuss:

- History - MIT, TMC, WAIS coalition
- Product - need for archiving/indexing
- Need for good client software & for good server software

Second half:

- Look what others are doing on the Internet, with guest speakers from Dow Jones, Encyclopedia Britannica, Scholastic
- Demo - publishers, catalogs, retailers, customer service, etc.
- If you want to "post it" on the Internet, consider (outline/document)

List of seminars an issue - also the need for seminars to be developed with a Washington DC spin

## Technical Writing

Manual for WAIS Server 2.0

Manual for WAISgate

Proposals

## Production Services tools/aids

Outline of considerations for those who want to publish on the Internet

- "What is your objective by having an Internet presence?"
- "Do you want your customers to be able to browse only (WWW), search by category (WAIS), have as broad access as possible (client interfaces and gateways such as WAISgate)?"

## Partnering

White papers on WAIS Inc.'s partnering agreements (one per) for non-search engine companies

- Ensemble
- Mosaic Communications Corp.
- etc.

## Spreading the Word

Once materials are in place, then what words/programs are disseminated from which alternatives?

- PR firms
- Newspaper & magazine articles
- Speaking engagements
- WAIS Inc.-sponsored seminars
- Advertising